



CUTTACK MUNICIPAL CORPORATION

Choudhury Bazar, Cuttack-753001

Phone No- 0671-230865

Email Id- mccmc@nic.in

No. 1.2.31.2

Date. 21/12/2021

Request for Proposal (RFP)

For Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack.

Proposals are invited from interested firms for **Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack** by Dt. 21/12/2021. The detailed document is available in the website of CMC i.e. <http://cmccuttack.gov.in/>

The selection shall be based on the capability and experience of the applicants. For any assistance in this regard or for any clarification w.r.t. this tender document, the prospective firm may contact Mrs. Latashree Bag, OAS (SB), Mobile No.9556256600.

Commissioner

Cuttack Municipal Corporation
Choudhury Bazar, Cuttack-753001
Phone No- 0671-230865
Email Id- mccmc@nic.in

CMC, Cuttack reserves right to accept or reject any application and to annul the selection process at any time, without incurring any liability and without assigning any reason thereof.

RFP No. 12312

Date 21/12/2021

Request for Proposal (RFP)
For
Appointment of Social Media Management Agency for
Cuttack Municipal Corporation, Cuttack



CUTTACK MUNICIPAL CORPORATION

Choudhury Bazar, Cuttack-753001

Phone No- 0671-230865

Email Id- mccmc@nic.in

Schedule of bidding process

Period of Validity of Tender document	Dt: <u>21</u> / <u>12</u> / <u>2021</u> to Dt: <u>5</u> / <u>01</u> / <u>2022</u> Can be downloaded from www.cmccuttack.gov.in
Last date for receipt of proposal	Dt: <u>05</u> / <u>01</u> / <u>2022</u> by 3.00 P.M. (Through Speed Post /Registered post/ Courier only). (No drop box facility available)
Place of submission of Proposals:	Commissioner, Cuttack Municipal Corporation, Choudhury Bazar, Cuttack-753001, Odisha
Date and Time of opening Technical Proposals:	Dt: <u>05</u> / <u>01</u> / <u>2022</u> at 4:00 P.M.
Date and Time of opening of Financial Proposals:	Will be intimated later.
For further information:	Mrs. Latashree Bag, OAS (SB) Mobile No.9556256600

DOCUMENT STRUCTURE

This document is divided into five parts as described below

Part I: Bid Overview

Part II: Instructions to Bidders

Part III: Contractual Clauses

Part IV: Terms of Reference

Part V: Formats for Submission of Proposal

Table of Contents

Sl No.	Particulars
1	Bid overview
2	Instruction to bidders
3	Contractual clauses
4	Terms of References
5	Formats for Submission of Proposal

PART I: BID OVERVIEW

A. Requirement And Project Objectives

- a) To create an extensive social media campaign and assisting CMC for Maintaining of its Social Media Platforms: The Agency shall maintain and effectively manage the official Facebook Page, Instagram account & Twitter Profile of CMC
- b) To post & promote various the same in various social media platforms mainly Facebook, Google plus & Twitter
- c) To effectively engage with relevant social media community of users
- d) Engaging audience through interactive Facebook ads management and monitoring them day to day basis.
- e) Engage users and amplify the reach: To properly engage users and amplify the reach of the posts in each Social Media Platforms by putting up new creatives on varied categories and resorting to best practices specific to each platform.
- f) Updates: Daily informative and promotional post updates in the form of relevant text, photos, videos, interactive content, interviews, news articles etc.

PART II: INSTRUCTIONS TO BIDDERS

It may be noted that rates shall be quoted on monthly basis for "Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack" including all manpower inclusive all applicable taxes but excluding GST

A. The firm should have valid GST & PAN.

B. Eligibility Criteria

At the time of submission of bid response, the Bidder should conform to and/or be able to demonstrate the following:-

1. Technical Eligibility:

- a. The bidder should be a company registered in India under companies Act 1956, registered with the Service Tax Authorities.
- b. The firm/ agency interested to participate in the tender process should have at least 2 (two) years of experience in similar field.
- c. The agency should have undertaken at least 5 (five) assignments of similar in nature in the last 3 years.
- d. In the last 3 Years (i.e 2017-18, 2018-19 & 2019-20), the bidding agency must have completed / or have in progress:
 - i. Minimum 2 projects of Social Media Management for Central/ State Government/ Public Sector Undertaking.

- ii. Minimum 2 projects of Social Media Management for the Private Sector.
- iii. The agency must have expertise of running social media campaigns on Twitter, Facebook, and YouTube etc.

2. Financial Eligibility

The firm should have audited annual average turnover of **Rs.20 Lakhs (Twenty Lakhs)** in the last three financial years i.e.2017-18, 2018-19 & 2019-20.

C. Bid Document cost & EMD

Bid must be accompanied by **bid document cost of Rs. 5000/- (Non-Refundable)** and **EMD of Rs 10,000/- in technical bid** by way of **demand draft**, drawn in any Nationalised/ scheduled bank in favour of **"Commissioner, Cuttack Municipal Corporation"** payable at **Cuttack, Odisha**.

Bid not accompanied by bid document cost and EMD will not be considered. EMD of unsuccessful bidders shall be returned within 30 days without interest on finalization of bid.

D. Performance Security

The selected agency shall have to furnish a **Performance Security of Rs.20,000/- (Twenty Thousand only)** in the shape of demand draft in favour of **"Commissioner, Cuttack Municipal Corporation"** payable at **Cuttack**. Which will be retained till successful completion of contract. The performance security shall cover the extended contract period if any. The EMD of the successful bidder shall be returned upon submission of performance security. EMD of unsuccessful bidders shall be returned within 30 days without interest on finalization of bid.

E. Bid Processing

1. General Information

- a. Only those firms/ agencies should participate in the tender who are willing to undertake the assignment in accordance with the Scope of Work. , as mentioned in the **TOR(Terms of Reference)**
- b. The bid process involves a three-stage evaluation namely, Pre-qualification, followed by the evaluation of the Technical bid and Financial bid.
- c. The bidder shall submit only one Proposal.
- d. Proposal should be in the specified format. Any other format shall not be acceptable.
- e. The firm have to submit **an affidavit (on original stamp paper of relevant value)** in the technical bid with the following clauses.
 - i. Our organization has not been blacklisted by any govt. organization
 - ii. Our organization does not have any legal suit/ criminal case pending against it for violation of GST act or any other laws.
 - iii. Our organization agrees to abide by all terms & conditions of Tender.

- f. Proposals should be in English Language only.
- g. The Bidder is not permitted to modify, substitute or withdraw their Proposal after submission. Bid should be valid for a period of 180 days from the date of submission
- h. The original Proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be attested by the person or persons who sign(s) the Proposals.
- i. An authorized representative of the bidder should sign on all the pages of the Proposal. The representative's authorization should be confirmed by a written power of attorney or board resolution accompanying the Proposal.
- j. The agency need to submit invoice on monthly basis subject to the submission of correct and complete invoice along with supporting documents and CMC shall release the payment within 15 days upon receive of the invoice from the agency.
- k. Bidders should specify the price of their services in Indian Rupee (INR) only.
- l. All communication pertaining to this bid will be published in the designated website in case direct communication to bidders is not feasible, so it would be the bidders' responsibility to check website for such communication.
- m. In the technical bid the firm will also have to submit the photocopies of PAN, updated GST filing copy certificate and audited balance sheet, P&L account statement (any of the last financial years) duly signed by a chartered accountant.
- n. The bidding agency should be able to provide a dedicated, well-qualified Servicing and Social Media team for undertaking the required work of Cuttack Municipal Corporation as per Scope of Work.
- o. The Agency would be appointed for a period of 6 months and with the provision that services of the agency may be dispensed with at any time, giving a maximum of one-month notice, in the event of non-performance, under performance or any other reason, which would be specified. The contract may be extended on mutual consent for another period of six months on same terms and conditions of payment.
- p. For any dispute, decision of Commissioner, Cuttack Municipal Corporation, Cuttack is final.
- q. All legal disputes are subject to Cuttack jurisdiction only.
- r. For further clarification, the intending bidders may contact the following:
- s. Mr./Mrs. _____.
- t. Mobile No. _____.
- u. The Commissioner, Cuttack Municipal Corporation reserves the right to accept or reject any or all proposals or any part thereof without any liability to communicate any reason.

2. Proposal Submission

- a. The proposal will have to be submitted in two parts i.e. Technical proposal (Cover-A) and Financial proposal (Cover-B). The bidders should submit their technical and financial bid separately in two envelopes clearly marked as Technical proposal & Financial proposal and those two envelopes should be put into another outer envelope super scribed as **"Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack"** due for opening on 05/01/2022 referred to Adv. No 12312 dated 21/12/2021.
- b. Technical proposal (Cover-A) shall comprise of following;
- Format-1: Covering Letter
 - Format-2: Details of the Firm/ Company
 - Format-3: Project Data Sheet
 - Format-4: Required Manpower
 - Format-5: Format of CVs
 - EMD
 - Bid document fee
 - All relevant documents as required as listed below in the table.

Sl No	Criteria	Required Information
1	Status of the firm (proprietorship/ Partnership/ Pvt. Ltd. Co. etc)	Copy of certificate of Registration
2	Bidders should posses valid registrations for all statutory requirements such as PAN, GST No./ Service tax etc.	Copy of mentioned certificates and PAN card
3	The bidder should have audited annual average turnover of Rs.20 Lakhs (Twenty Lakhs) in the last three financial years i.e.2017-18, 2018-19 & 2019-20	Turnover statement and net profit statements from Auditors in the last three financial years.
4	In last 3 years, Firm / Agency (Any member of the Consortium) must have completed / in progress minimum 3 projects of Social Media Management in Government or Private Sector.	Copy of certificates (valid as on date of submission)
5	The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices or blacklisted by any of the Government/PSU.	Self Certificate

6	The bidder must have a proven track record of successfully implementing at one Department Portal & one event management portal for any Government Department in India in last three years.	Details of the project in the specified form, along with contract / work order/ client certificate for successful implementation of the project.
7	Authorised signatory of the bidder	Declaration in letter head

c. Financial proposal (Cover-B) shall comprise of **Format-6** (Financial Proposal Format)

d. The financial quote by the agency shall be per month basis for **Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack** including all manpower inclusive all applicable taxes but excluding GST.

e. The proposals to be addressed to;

Commissioner,
Cuttack Municipal Corporation
Choudhury Bazar,
Cuttack-753001, Odisha

3. Bid Opening

- The bids that have been received within the specified deadline would be opened at the specified date and time as indicated.
- Bidder's representatives are free to be present at the time of bid opening.
- The bidders names and the presence or absence of requisite bid security and such other details considered appropriate, will be announced at the time of bid opening.
- Bids that do not contain necessary security amount or which has substantive material deficiencies shall be rejected upon opening.
- Bids received after the deadline (i.e. late bids) shall be returned unopened to the respective bidder.

F. Award

- The contract will be awarded to the bidder securing the highest Composite Bid Score.
- Prior to expiration of the period of bid validity, Department will notify the successful bidder in writing, that their proposal has been accepted.

- c. Department and successful bidder will formalize the Contract Agreement that has been finalized.

G. Bid Evaluation

Bidders will be selected through **Quality & Cost Based Selection (QCBS)** Process and it has emphasized because the solution requires a aesthetic looks of the design, and proven social media campaign skills.

1. Preliminary Scrutiny

- a. Assessment of the eligibility criteria will be done to determine whether the proposal submitted conforms to all mandatory criteria specified to merit further evaluation.
- b. Bids not conforming to such preliminary requirements will be prima facie rejected.

2. Evaluation of Technical Bid

- a. Criteria for evaluation of technical bids have been specified in Part-II, Technical eligibility section of this document.
- b. All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified.
- c. The bidder with highest technical bid (h1) will be awarded 100% score.
- d. Technical Scores for other than H1 bidders will be evaluated using the following formula:

Technical Score of a Bidder =

$$\left\{ \frac{\text{Technical Bid score of the Bidder}}{\text{Technical Bid Score of H1}} \right\} \times 100\% \text{ (Adjusted to two decimal places)}$$

- e. The commercial bids of only the technically qualified bidders will be opened for further processing.

3. Evaluation of Financial Bid

- a. The Financial Bids of the technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives
- b. The bidder with lowest financial bid (L1) will be awarded 100% score.
- c. Financial Scores for other than L1 bidders will be evaluated using the following formula:

Financial Score of a Bidder =

$$\left\{ \frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \right\} \times 100\% \text{ (Adjusted to two decimal places)}$$

- d. Only fixed price financial bids indicating total price for all the deliverables and

services specified in this bid document will be considered.

- e. The bid price will include of all taxes and levies and shall be in Indian Rupees.
- f. Errors & Rectification: Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

4. Combined Evaluation of Technical & Financial Bids

- a. The technical and financial scores secured by each bidder will be added using weightage of 70% (T) and 30% (F) respectively to compute a Composite Bid Score.
 - b. The bidder securing the highest Composite Bid Score will be adjudicated as the Best Value Bidder for award of the Project.
 - c. In the event the bid composite bid scores are 'tied', the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.
- Composite score of the Bidders for the bid shall be worked out as under:

Bidder	Technical Score	Financial Score	Weighted Technical Score (70% of B)	Weighted Financial Score (30% of C)	Composite Score (F=D+E)
A	B	C	D	E	F

H. Technical Scoring Patterns

Sl. No.	Parameters	Max Points	Evaluation Criteria
A	Organisational Capability	40	
a.	Any Social Media project for Govt. / PSU (Last 3 years)	40	20 points for each successfully completed project- up to 2 projects
B	Technical presentation	60	Presentation Duration in minutes

a.	Social Media campaign and promotion- Approach & Methodologies	25	5
b.	Project plan & Timeline, resource engagement plan	20	5
c.,	Support & Crisis Management plan	15	5

I. Conditions Governing Receipt and Opening of Proposals

The Financial Proposal should only indicate prices **without any condition or qualification** whatsoever and should include of all taxes, duties, fees, levies and other charges levied by Central & State, as may be applicable in relation to activities proposed to be carried out which will be reimbursed on submission of payment bill.

The original and all copies (including Soft Copies) of the Technical Proposal should be placed in one envelope. This outer envelope shall bear the submission address and other information indicated in the Data Sheet

- i) After the deadline for submission of proposals the General Proposal shall be opened immediately by the evaluation committee. Technical Proposal can also be opened on the same date on the decision of Evaluation Committee.
- ii) From the time the bids are opened to the time the contract is awarded, if any Bidders wish to contact the Department on any matter related to its proposal, it should do so in writing at the address of the nodal officer. Any effort by the Bidder to influence the bid proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the proposal.

PART III: CONTRACTUAL CLAUSES

The Contract Agreement for this engagement would contain the following key clauses:-

A. Term of Contract

This will include the period required to deliver the deliverables and other services specified in the terms of reference, including the duration of the support period (as may be applicable to this engagement).

B. Scope of Work and Deliverables

This will be in conformity with the terms of reference specified in the RFP document and shall include the submissions made by the bidder in their proposal and work plans, further

a.	Social Media campaign and promotion- Approach & Methodologies	25	5
b.	Project plan & Timeline, resource engagement plan	20	5
c..	Support & Crisis Management plan	15	5

I. Conditions Governing Receipt and Opening of Proposals

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PART III: CONTRACTUAL CLAUSES

The Contract Agreement for this engagement would contain the following key clauses:-

A. Term of Contract

This will include the period required to deliver the deliverables and other services specified in the terms of reference, including the duration of the support period (as may be applicable to this engagement).

B. Scope of Work and Deliverables

This will be in conformity with the terms of reference specified in the RFP document and shall include the submissions made by the bidder in their proposal and work plans, further

refined during the negotiations. Deliverables and milestones shall be established with a process of formal acceptance or such measurable criteria.

C. Fees and Payments

- a) The total fees payable to the bidder including a timeline-based payment as specified in the terms of reference would be specified. Such payments shall be inclusive of all taxes. Rate of taxes will be applicable as the rate prevailing at the time of submission of Bill.
- b) Payments for additional services in case of change in scope will also be specified.

D. Confidentiality

Bidder and its agents shall exercise professionally reasonable care to maintain the required confidentiality and privacy with regard to Departmental data, wherever applicable.

E. Scope Changes

Process to manage changes to scope of the engagement and its impact on technical matters, project schedule and costs shall be detailed out. Cost impact can be settled on the basis of agreed professional monthly rate.

PART IV. TERM OF REFERENCE

A. Scope of Work

The selected Agency shall begin Social Media Management from the day of Work Order signing for a period of 6 months as listed below, but not limited to the following activities;

- i. **Maintenance of Social Media Platforms:** The Agency shall maintain and effectively manage the official Facebook Page, Instagram account & Twitter Profile of CMC.
- ii. **Engage users and amplify the reach:** To properly engage users and amplify the reach of the posts in each Social Media Platforms by putting up new creatives on varied categories and resorting to best practices specific to each platform.
- iii. **Updates:** Daily informative and promotional post updates in the form of relevant text, photos, videos, interactive content, interviews, news articles etc.
- iv. **To devise an extensive social media campaign strategy** to assist Municipal Corporation CMC manage its social media presence and effectively communicate with the citizens
- v. **Effective promotion** of all the three social media platforms i.e. Facebook Instagram, & Twitter.
- vi. **To devise a content calendar** and strategically lay down all the posts to be made in the official social media pages.
- vii. **Grievance escalation mechanism:** To devise a grievance escalation mechanism,

wherein the queries received in the social media platforms can be swiftly passed on to the relevant authorities and thereafter quickly addressed to the citizens.

- viii. Active monitoring of the page: A comprehensive plan needs to be devised so that the social media pages of CMC can be actively monitored.
- ix. Monthly campaign performance Reporting

A dedicated team of professionals having prior relevant experience should be engaged in the work related to CMC's social media management.

Assistance to be provided by Municipal Corporation CMC would be as under;

- i. Provide the necessary information related to CMC's efforts and initiatives.
- ii. Provide relevant source content as available from time to time
- iii. Provide all the necessary information such as logo of Department / event / press releases issued for traditional media and updates etc.
- iv. Assist in obtaining any other permissions / information as required.

B. Payment term and Mile Stone:

The mode of payments to be made in consideration of the work to be performed by the bidder shall be as follows:

Payment will be made on monthly basis after satisfactorily execution of the work.

PART V: FORMATS FOR SUBMISSION OF PROPOSAL

Format-1

Covering Letter

(On the Letterhead of the applicant)

Date: __/__/2022

To,
The Commissioner,
Cuttack Municipal Corporation
Choudhury Bazar, Cuttack-753001, Odisha
Phone No- 0671-230865

Subject: Submission of Proposal for **Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack.**

Being duly authorised to represent and act on behalf of (hereinafter referred to as "the Applicant"), and having reviewed and fully understood all of the Proposal requirements and information provided and collected, the undersigned hereby submits the Proposal on behalf of _____ (Name of Applicant) for the captioned Project with the details as per the requirements of the bid document, for your evaluation. We confirm that our Proposal is valid for a period of 180 days from the last date of submission of proposal.

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Proposal is unconditional in all respects and we agree to the terms and conditions of the Tender.

We hereby certify and confirm that in the preparation and submission of our Proposal, we have not acted in concert or in collusion with any other applicant or other person(s) and also not done any act, deed or thing which is or could be regarded as anti-competitive.

Yours faithfully,

For and on behalf of (Name of Applicant)

Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)

Details of the Firm/ Company

(To be submitted in Technical bid envelope)

The documents has to be arranged serially as per order mentioned below;

1.	Name of the firm/company :	
2.	Name of the authorised signatory	
3.	Authorised and specimen signature of the authorised signatory:	
4.	Designation :	
5.	Company/Firm :	
6.	Address :	
7.	Telephone number of Authorised signatory/ firm:	
8.	E-mail address :	
9.	Mobile number:	
10.	Experience in similar field (<i>work order along with completion certificate duly issued by the client</i>)	
11.	Turnover: (<i>Audited balance sheet and P&L account duly signed by the Chartered accountant, Photo copy to attach</i>)	
12.	GST registration: (<i>Photocopy to be attached</i>)	
13.	PAN number: (<i>Photocopy to be attached</i>)	
14.	Draft no and date of security deposit (EMD):	
15.	Affidavit of declaration certificate by Notary that the organisation doesn't have any legal suit/ criminal case pending against it for violation of GST act or any other law and agrees to abide all terms and conditions of tender.	

DECLARATION

I/ we here by certify that the terms and conditions and other specifications given in the tender document have been read carefully and acceptable by me/us and the information furnished above is full and correct to the best of my/our knowledge. I/ we understand that in case of any deviation/ forged information in the above statement at any stage, our firm/ agency will be blacklisted and will not have any dealing with your organisation in future.

Date:

Place:

Signature with seal.

Format for Project Data Sheet

Sl. No.	Parameters	Remarks
1	Project Title	
2	Project Description	
3	Location	
4	Name of Client	
5	Total Project Cost (In Indian Rupees)	
7	Period of Services rendered by the Applicant (Start date and End date)	
8	Consultancy Fees of the Applicant (In Indian Rupees)	
9	Present Status of the Project (Completed/ongoing)	
10	Other Information relating to Project	
11	Copy of work orders and	
12	Completion certificate issued by the client	

Note:

- Separate formats are to be used for each individual project.
- The work order along with the completion certificates shall be attached with every project.
- Experience of only completed projects will be considered for evaluation.

Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)

List of Required Manpower

Sl. No.	Required Manpower	Name	Designation	Total years of Experience	Experience in the firm
1	Project Manager			7	
2	Content developer			5	
3	Designer			5	

Duly signed by the Authorised Signatory of the
Applicant

(Name, Title and Address of the Authorised Signatory)

Format of Curriculum Vitae (CV)

Name of Firm:

Name of Staff:

Date of Birth:

Year with Firm:

Nationality:

Membership of Professional Bodies:

Education:

(Summarize College/University and other specialized education of staff member)

Employment Record:

(Starting with present position, list in reverse order every employment held)

List of projects on which the Personnel has worked

Name of Project	Description of responsibilities
_____	_____
_____	_____
_____	_____

Languages:

(Indicate proficiency in speaking, reading and writing of each language by "excellent", "good", "fair", "and poor")

Duly signed by the Authorised Signatory of the Applicant (Name, Title and Address of the Authorised Signatory)

FINANCIAL PROPOSAL

To,
The Commissioner,
 Cuttack Municipal Corporation
 Choudhury Bazar, Cuttack-753001, Odisha
 Phone No- 0671-230865

Subject: Submission of Financial Proposal for **Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack.**

We, the undersigned, offer to provide the services for Social media management for the above scope of services in accordance with your bid document. Our financial quote per month basis is as given below,

Name of the Project	Financial Quote
Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack.	Rs.....per Month for Appointment of Social Media Management Agency for Cuttack Municipal Corporation, Cuttack. Including all manpower inclusive all applicable taxes but excluding GST.

Our Financial Proposal shall be including all manpower & material cost but excluding applicable GST.

This financial proposal covers remuneration for all personnel cost, all incidental manpower expenses. The Financial Proposal is without any condition.

Yours faithfully,

For and on behalf of (*Name of Applicant*)

Duly signed by the Authorised Signatory of the Applicant
(Name, Title and Address of the Authorised Signatory)